



WGHP-TV

ORDER

Print Date 10/26/12

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Flight Dates 10/17/12-10/23/12

Contract / Revision 583370 /

Original Date / Revision
10/26/12 10/26/12

Advertiser Romney/R/ President

Agency American Rambler Producti

Buying Contact Stephanie Kincaid

138 Conant Street
Beverly, MA 01915Product
ROMNEY FOR PRESIDENT

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 320

Alt Order # 9844784

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Aa

Priority 3

Advertiser Ref

Primary Account Executive
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Order Share 34% Market Value 68764

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	21%	14440
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	40%	27505
WXLV	5%	3438

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	62	\$19,873.00	\$23,380.00	0.00	10/01/12	10/23/12	62	\$19,873.00	\$23,380.00
Totals	62	\$19,873.00	\$23,380.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	8	10/22/12	10/23/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	MT-----	:30	2	\$366.00	3	0.00	NM	2	\$732.00
NEWS Start Date 10/22/12 End Date 10/28/12 Weekdays MT----- Spots/Week 2 Rate \$366.00 Rating 0.00															
2	8	10/17/12	10/19/12	M-F 6-7a Fox 8 Morning News	CM-All	6-7a	--WTF--	:30	3	\$366.00	3	0.00	NM	3	\$1,098.00
NEWS Start Date 10/15/12 End Date 10/21/12 Weekdays --WTF-- Spots/Week 3 Rate \$366.00 Rating 0.00															
3	8	10/22/12	10/23/12	M-F 8-9a Fox 8 Morning News	CM-All	8-9a	MT-----	:30	2	\$146.00	3	0.00	NM	2	\$292.00
NEWS Start Date 10/22/12 End Date 10/23/12 Weekdays MT----- Spots/Week 2 Rate \$146.00 Rating 0.00															



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Contract / Revision **583370** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser **Romney/R/ President**

Product **ROMNEY FOR PRESIDENT** Estimate # **320**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	8	10/22/12	10/23/12	M-F 5-6p Fox 8 News at 5pm	CM-All	5-6p	MT-----	:30	2	\$314.00	3	0.00	NM	2	\$628.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$314.00		0.00			
14	8	10/17/12	10/19/12	M-F 5-6p Fox 8 News at 5pm	CM-All	5-6p	--WTF--	:30	3	\$314.00	3	0.00	NM	2	\$628.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$314.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/15/12-10/21/12		M-F 5-6p		5-6p	--WThF----	:30		(\$314.00)		0.00	NM		
Credited															
15	8	10/22/12	10/23/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	MT-----	:30	2	\$575.00	3	0.00	NM	2	\$1,150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$575.00		0.00			
16	8	10/17/12	10/19/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	--WTF--	:30	3	\$575.00	3	0.00	NM	2	\$1,150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$575.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/15/12-10/21/12		M-F 6-630p		6-630p	--WThF----	:30		(\$575.00)		0.00	NM		
Credited															
17	8	10/22/12	10/23/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	MT-----	:30	2	\$335.00	3	0.00	NM	2	\$670.00
ACCESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$335.00		0.00			
18	8	10/17/12	10/19/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--WTF--	:30	3	\$335.00	3	0.00	NM	3	\$1,005.00
ACCESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$335.00		0.00			
19	8	10/22/12	10/23/12	M-F 7-730p M-F 7-730p	CM-All	7-730p	MT-----	:30	2	\$293.00	3	0.00	NM	2	\$586.00
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$293.00		0.00			
20	8	10/17/12	10/19/12	M-F 7-730p M-F 7-730p	CM-All	7-730p	--WTF--	:30	3	\$293.00	3	0.00	NM	3	\$879.00
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$293.00		0.00			
21	8	10/22/12	10/23/12	LN (M-F) Late News M-F	CM-All	10-11p	MT-----	:30	2	\$670.00	3	0.00	NM	1	\$670.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$670.00		0.00			



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Contract / Revision **583370** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

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Order Sep 00:15:00

Advertiser **Romney/R/ President**

Product **ROMNEY FOR PRESIDENT** Estimate # **320**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
21	8	10/22/12	10/23/12	LN (M-F) Late News M-F	CM-All	10-11p	MT-----	:30	2	\$670.00	3	0.00 NM	1	\$670.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	MT-----	2		\$670.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	8	10/22/12-10/28/12		LN (M-F)	10-11p		MT-----	:30	(\$670.00)	0.00	NM			
Credited														
22	8	10/17/12	10/19/12	LN (M-F) Late News M-F	CM-All	10-11p	--WTF--	:30	3	\$670.00	3	0.00 NM	3	\$2,010.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--WTF--	3		\$670.00		0.00					
23	8	10/21/12	10/21/12	FOX News Sunday FOX News Sunday	CM-All	9-10a (9:00 AM-10:00 AM)	-----S	:30	1	\$73.00	3	0.00 NM	1	\$73.00
NEWS SUNDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	1		\$73.00		0.00					
24	8	10/21/12	10/21/12	LN (Su) Late News Su	CM-All	10-11p	-----S	:30	1	\$575.00	3	0.00 NM	1	\$575.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	1		\$575.00		0.00					
25	8	10/17/12	10/17/12	MLB Championship Series MLB Championship Series	CM-All	330-730p	--W----	:30	3	\$1,272.00	3	0.00 NM	3	\$3,816.00
NLCS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--W----	3		\$1,272.00		0.00					
26	8	10/18/12	10/18/12	MLB Championship Series MLB Championship Series	CM-All	730p-12a	---T---	:30	3	\$1,272.00	3	0.00 NM	3	\$3,816.00
NLCS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---	3		\$1,272.00		0.00					
27	8	10/17/12	10/17/12	M-F 330-4p M-F 330-4p	CM-All	330-4p	--W----	:30	1	\$50.00	3	0.00 NM	0	\$0.00
Credited														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--W----	1		\$50.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/15/12-10/21/12		M-F 330-4p	330-4p		--W-----	:30	(\$50.00)	0.00	NM			
Credited														
28	8	10/17/12	10/17/12	M-F 4p-5p M-F 4p-5p	CM-All	4p-5p	--W----	:30	3	\$110.00	3	0.00 NM	0	\$0.00
Credited														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--W----	3		\$110.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/15/12-10/21/12		M-F 4p-5p	4p-5p		--W-----	:30	(\$110.00)	0.00	NM			
Credited														
2	8	10/15/12-10/21/12		M-F 4p-5p	4p-5p		--W-----	:30	(\$110.00)	0.00	NM			
Credited														
3	8	10/15/12-10/21/12		M-F 4p-5p	4p-5p		--W-----	:30	(\$110.00)	0.00	NM			
Credited														
29	8	10/17/12	10/17/12		CM-All	5-6p	--W----	:30	3	\$230.00	3	0.00 NM	0	\$0.00

[illegible]